SeniorTech
Communication Style Guide & Standards
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Table of Contents

Introduction

The following is an explanation of the SeniorTech brand management style guide. Consistent presentation and treatment of the brand, including the SeniorTech, logo, mission statement, tagline and associated colors, is critical to maintaining the SeniorTech identity. For this reason, we have put together this style guide in hopes that it will be used as a reference tool to help maintain consistency in how we project our organization both internally and externally.

Consistent presentation of the brand, both internally and externally, is critical to increasing awareness of our non-profit within the community as well as increasing trust in SeniorTech. The employees, stakeholders and vendors of SeniorTech must always see the same presentation of the brand to know they are interacting with SeniorTech and not any other organization. Increased awareness and trust leads to increased credibility, which is crucial to a non-profit organization.

The purpose of this style guide is to provide information on how to build and protect our brand as well as communicate in a uniform way. These standards should be followed at all times. If there are ever any questions about anything covered in this manual, please contact the Communications Officer, Shannon Hames, or the officer listed in the section that your question falls under.

Shannon Hames
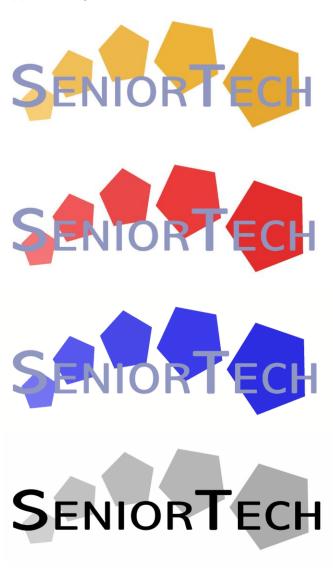770-510-3050
ShannonHames@gmail.com

Logo

The SeniorTech Logo is a combination of a graphic and text. It is used in all documents used by the company and affiliates with the company. It is the visual and brand of the company and it is important that it be used properly.

Logo Variations

Approved logo variations for SeniorTech:

Logo Uses
SeniorTech uses four logos for its documents. The logos are used to differentiate documents by their departments and uses.

On any print document, the logo should not be smaller than 1 inch tall and 1 1/4 inch wide. The logo should also not take up more than 25% of space where it is being used. If the logo has to be used in a size that is larger or smaller than normal, please contact the Communications Director (Shannon Hames) for approval.

Logo Clear Zone:
All documents are headed with this logo, and it is important that it doesn't become cluttered within the head or body of the document.

Logo Size and Alignment:
The logo is to be placed in the top right corner of any letter head. It should be placed half an inch from the corner

Proper Use by External Organizations
Logo can be used if:
- There is an official relationship between SeniorTech and the organization
- The logo is used in compliance with the SeniorTech style guide
- The logo and layout is signed-off by our Communications Office
- The content of the document is approved by SeniorTech Communications Office

Varying Uses for Logo:

This is the master brand for SeniorTech. It is used in all forms of media for the company including advertisements, social media, and all emails:

This logo is used by interdepartmental office memos of Chris Kids:

This logo is to be used for documents given to seniors:

This logo can be used on any documents that don't have color. This includes mass produced memos and letters:

Logo Colors

Colors:
Font: 8F96C2
Hexagons (Starting from Left):
F7CE76
F0BF58
EDB849
EDB339
E6A72E

Colors:
Font: 8F96C2
Hexagons (Starting from Left):
F47575
EF5858
EA4848
EA3A3A
E52D2D

Colors:
Font: 8F96C2
Hexagons (Starting from Left):
2D2DE2
3A3AE8

4747E8
4747E8
7474F2

Colors:
Font: 000000
Hexagons (Starting from Left):
9A9A9A
858585
787878
6E6E6E
646464

Tagline

Our tagline is *"Assisting seniors in the use and enjoyment of their technical gear."*

This tagline should be used in conjunction with the Logo and on all printed materials. This tagline helps to reinforce our mission and our brand.

Organization Name

The name of our organization is "SeniorTech" and should always be treated as one word with a capital "S" and a capital "T."

Correct and Acceptable Treatment:

SeniorTech

Incorrect and Unacceptable Treatment:

Senior Tech
Seniortech
seniortech

Mission Statement

The mission statement for SeniorTech is *"To provide quality assistance to senior citizens in the use of their technical gear."*

The mission of SeniorTech should always be at the core of all of our communications, both internally and externally. We seek to stay focused on the mission of helping seniors with quality being a key element of our work. The mission statement cannot be altered in anyway. It should be included in the introduction of our organization.

Colors

The colors used by SeniorTech are:

EDB849

EA4848

4747E8

These are the primary colors used for all documents for SeniorTech. All of these colors are pre-approved by the Communications Office and are the only colors that are to be used in the printing or online presentation of any material that represents SeniorTech. Any other colors must first be approved by the Communications Director (Shannon Hames).

Fonts

The font Calibri should be used throughout the document. This font is consistent with all other SeniorTech documents and for the sake of uniformity of our brand, we require that all booklets and brochures use the same font.

Headers

Headers should be 14 point, bold and the beginning of each new word in the header should be capitalized.

Correct Example: "How You Can Participate In Our Mission"
Incorrect Example: "How you can participate in our mission"

Sub-headers should be 12 point bold and the beginning of each new word in the header should be capitalized.

Correct Example: "How You Can Participate In Our Mission"
Incorrect Example: "How you can participate in our mission"

Text

Text should be 11 point.

Additional Information

Headers and sub-headers should not start at the bottom of a document where there is not enough room to have their related content underneath. If there is not enough room for the content belonging to that header or sub-header, add it to the top of the following page and leave the bottom of the page where it would normally go as natural white space.

Margins and Spacing

Margins for all business letters and fax forms should be 1/2" on all sides. Margins for other printed materials should be at the discretion of the director of the department for which the publication is being created as well as the Director of Marketing.

Use 1 double space before and after any images or graphics to allow the image to be seen more clearly and so the document is uniform looking.
Use a double space between headers/sub-headers and the content below

Do not use any dashes at the end of a line as a break in a word. All words should appear complete. If there is not enough room on the line to finish a word, do not begin the word in that line. Instead, move that word down to the next line.

To conserve space in the document and allow more content:
- There will only be 1 space in between the end of a sentence and the beginning of a new sentence

- There should be no indentations at the beginning of any paragraph

The fonts that are acceptable for use in all communications are the following:

Arial
Verdana

Any rules that are not presented in this document will be answered by consulting the Modern Language Association (MLA) latest guidelines. You can find this resource at http://www.mla.org.

Communication

Business Letter

All business letters should be written on SeniorTech letterhead stationery and a mailed in a SeniorTech logo envelope. Letterhead is to be used for the first page and then blank paper of the same weight and white color should be used for subsequent pages. All letters should be checked for proper spelling and grammar and contain a personal signature (see Signature section for more information).

The preferred format is full block style. The full block letter format, including appropriate margins to accommodate the SeniorTech logo, may be found on the intranet at S:\SENIORTECH Logos and Forms. In general, business letters are formal and should be written with an appropriate active voice. The letter should be quick and to-the-point. The letter should contain the following components:

- **Date**
    - Within the United States, use month, date, year format
        - July 22, 2013
    - Outside of the United States, use date, month year format:
        - 22 July, 2013
- **Salutation** (Choose from these approved greetings):
    - Dear Mr.
    - Dear Ms. (if you are uncertain if she is married or know her to be single)
    - Dear Mrs. (if you know her to be married)
- **Body** - This should be at least one paragraph with a minimum of 3 sentences. If you have less than that, please send a memo instead. Be sure that the body states the purpose of the letter along with any specific recaps, requests and/or calls to action.
- **Salutary Closing** (Choose from these approved greetings):
    - Sincerely,
    - Best Wishes,
    - Warm Regards,
    - Regards,
    - Best,
- **Signature** (should be 4 lines below your Salutary Closing to ensure room for your written signature in blue ink) The signature include the following elements:
    - Line 1: Name
    - Line 2: Title, SeniorTech
    - Line 3: Office number/ Mobile number/ email address
    - Line 4: Office address/ www.SeniorTech.org
    - Line 5: Invest in a senior today. Please consider a financial gift to SeniorTech.
- **You may also include the following after your signature:**
    - CC:
    - Enclosures
    - References
    - The initials of the typist if other than the sender

Sample of Business Letter:

555 SeniorTech Drive
Marietta, GA 30060

April 16, 2013

Dear Mr. Smith:

It was a pleasure meeting you and your staff at Shady Pines Senior Center last week. Our SeniorTechs enjoyed working with your clients and showing them how to use their equipment. They were able to help install APPS, transfer photos from a digital camera and two of your clients were able to have a smart phone Face time chat!

I wanted to let you know that we will be able to return to your center in June. I have the first two weekends open. If you would like to go ahead and schedule a particular date, please call me at your earliest convenience as we are being asked by other centers to come to their facilities soon. I look forward to hearing from you soon.

Warm Regards,

Shannon Hames
Communications Director, SeniorTech
Office: 770-693-3000│Mobile: 770-510-3050│ShannonHames@gmail.com
5877 Lake Acworth Dr. NW, Acworth GA 30101│www.SeniorTech.org
Invest in a senior today. Please consider a financial gift to SeniorTech.

Press Release

All press releases contain:
- The SeniorTech logo
- The subject line "FOR IMMEDIATE RELEASE"
- Specific contact information for media
- Specific, concise information about the event/news that is being released
- Boiler plate.

The boiler plate is a concise paragraph that covers all CHRIS Kids services. Boiler plates are never removed from a press release. Boiler plates should never be alone on a page. The "###" signifies the end of the press release. It is always placed at the end of the press release and cannot be removed.

Below is the SeniorTech Boiler Plate:

The SeniorTech mission has always been *"To provide quality assistance to senior citizens in the use of their technical gear."* Our goal is to unlock the potential of seniors by providing patient and helpful assistance to them in the use of their technical gear. We seek to connect them with the online world, and in doing so, connect them with resources, people and tools to improve the quality of their lives. We offer an array of individualized help through our specialty trained SeniorTechs. Some of these helps include digital photography, smartphones, tablets, laptops and applications. Our ambition is to be the go-to place where every willing senior discovers how to unlock their digital potential. For more information or to help make a difference, visit www.seniortech.org.

The press release template is located at S:\SENIORTECH Logos and Forms

Sample of Appropriate Press Release:

Subject: For Immediate Release
Contact: Shannon Hames, Communications Director
770.510.3050

SeniorTech is pleased to announce that Apple, Inc. has offered to match any gifts to our senior program from May 1, 2013 until May 30, 2013. All gifts will be matched up to $50,000. Mr. Bob Smith, Director of Development for Apple, said that his company would also donate up to 50 refurbished tablets and provide access to special senior developmental software if donations from the public reached $20,000. SeniorTech is proud to partner with Apple in our mission to reach seniors." ####

The SeniorTech mission has always been *"To provide quality assistance to senior citizens in the use of their technical gear."* Our goal is to unlock the potential of seniors by providing patient and helpful assistance to them in the use of their technical gear. We seek to connect them with the online world, and in doing so, connect them with resources, people and tools to improve the quality of their lives. We offer an array of individualized help through our specialty trained SeniorTechs. Some of these helps include digital photography, smartphones, tablets, laptops and applications. Our ambition is to be the go-to place where every willing senior discovers how to unlock their digital potential. For more information or to help make a difference, visit www.seniortech.org.

Newsletters
A quarterly SeniorTech newsletter is written and distributed on a quarterly basis. To submit information to be included in this publication, please email shannonhames@gmail.com. The deadlines for submissions are as follows:

Issue:	Deadline:
Spring	February 15
Summer	May 15
Fall	August 15
Winter	November 15

The Communications Director (Shannon Hames) reserves the right to make changes to external publications to adhere to style and communication guidelines.

Brochure

Brochure templates of many varieties are stored on our Intranet at S:\SENIORTECH Logos and Forms.

Available brochures include:
- Giving guide
- Services
- Tech Menu

If you feel as if your program needs a brochure or other collateral material, please contact the Communications Director (Shannon Hames).

Brochure Guidelines:
- The middle panel on the first page will always have a SeniorTech brochure boiler plate. The brochure boiler plate is a required communications element unless usage is unrealistic. Please contact the Communications Director (Shannon Hames) for approval before omitting it.

Fax

A standardized cover sheet must accompany all faxes. A fax cover sheet may be found on our Intranet at S:\SENIORTECH Kids Logos and Forms. Faxes should be written in a style appropriate to the audience; if in doubt, be more formal than casual in your communication.

E-Mail

E-mail font is Arial and should be setup as the default on your computer. All signatures are Arial 11pt font and all names and titles are bold. Under no circumstance are there
any variations from this signature. There should be no backgrounds, word art, or any deviation from this signature.

Font color, set-up and wording must follow e-mail signature guidelines.

To change e-mail default email signature (while in Outlook), click Tools, then Options then Mail Format then Signatures.

Basic features of each signature include the following elements:
- Line 1: Name
- Line 2: Title, SeniorTech
- Line 3: Office number/ Mobile number/ email address
- Line 4: Office address/ www.SeniorTech.org
- Line 5: Invest in a senior today. Please consider a financial gift to SeniorTech.
- Line 6: Blank space
- Line 7: Confidentiality Notice: This e-mail communication and any attachments may contain confidential and privileged information for the use of the designated recipients named above. If you are not the intended recipient, you are hereby notified that you have received this communication in error and that any review, disclosure, dissemination, distribution or copying of it or its contents is prohibited. If you have received this communication in error, please notify me immediately by replying to this message and deleting it from your computer. Please consider the environment before printing this e-mail.

Example of correct signature:

Shannon Hames
Communications Director, SeniorTech
Office: 770-693-3000│Mobile: 770-510-3050│ShannonHames@gmail.com
5877 Lake Acworth Dr. NW, Acworth GA 30101│www.SeniorTech.org
Invest in a senior today. Please consider a financial gift to SeniorTech.

Confidentiality Notice: This e-mail communication and any attachments may contain confidential and privileged information for the use of the designated recipients named above. If you are not the intended recipient, you are hereby notified that you have received this communication in error and that any review, disclosure, dissemination, distribution or copying of it or its contents is prohibited. If you have received this communication in error, please notify me immediately by replying to this message and deleting it from your computer. Please consider the environment before printing this e-mail.

Process & Procedures

The purpose of this section is to provide a list of all SeniorTech communication tools and instructions on requesting, distributing and updating said materials:

- Tool Box – Lists printed materials available for use
- Distribution Process FAQ– Commonly asked questions on ordering materials
- Check-out Process for Banners and Signage-- The process for properly checking out materials:
- Request for New Material – How to request for new materials to be developed
- Request to Update Materials – How to request for materials to be updated

All questions should be sent to the Communications Director (Shannon Hames).

Tool Box

The following tools are available to all SeniorTech staff:

- **Brochures:**
  - History of SeniorTech
  - Volunteering
  - Participating senior centers
- **Program Handouts:**
  - Beginner courses
  - Intermediate courses
  - Advanced courses
  - Annual Report 2013
- **Signage:**
  - SeniorTech Banners
  - Booth Table Cloths
  - Directional Signs
- **Other:**
  - All SeniorTech logos
  - Letterhead
  - PowerPoint Presentations

Distribution of Materials FAQ
Frequently asked questions on how to properly request for materials:

How do I send a request to receive materials regarding SeniorTech?
All requests for forms must be emailed to Communications Director (Shannon Hames).

How will I know that my request to receive materials has been processed?
Those requesting materials shall be contacted via email and/or phone after the process has been approved.

How many copies of each brochure can be distributed to an individual?
The amount of distribution for each material is determined after review of program need.

How far in advance must orders for brochures & annual reports be placed?
All requests require two business weeks to process.

Ordering Process for new materials:
1. Email request to Program Administrator
2. The admin will respond with request approval and timeline
If there are a limited number of materials:
3. The program administrator will contact Cindy Chamberlain with the total amount needed
4. Cindy Chamberlain shall contact the printing company
5. Cindy Chamberlain shall then contact the program administrator with the updates
6. Order is placed and shipped

Check-out Process for All Materials
The process for properly checking out materials:

Who can checkout materials?
Any paid employee or volunteer of SeniorTech may check-out materials.

Who are requests directed to?
As with previous request for materials all request for banners and any other forms of signage must be approved by Communications Director Michael Douglas

Checkout Process:
The checkout process for banners and other signage is the same as with other forms

UNDER *NO* CIRCUMSTANCE MAY MATERIALS BE REMOVED OR USED WITHOUT PROPER CHECKOUT.

Request for New Materials
How to properly request that new materials are developed:

Who are requests directed to?
Cindy Chamberlain, CC: Director of Development, Herb Smith

Who can make requests?
Anyone can make requests.

When must requests be placed?
Two weeks in advance. Orders outside of that time frame may be sent to the Communications Director (Shannon Hames) for further review and solution brainstorm.

Request to Update Materials
How to properly request that existing materials need to be updated:

Who are requests directed to?
Cindy Chamberlain, CC: Director of Development, Herb Smith

Who can make requests?
Any and all persons are allowed to make requests, preferably the Program Directors

What materials are eligible for updating?
Any and all existing materials are, and should be, available for updates

Who has the tools to update the website?
Communications Director and Program Directors

Whose responsibility is it to update individual program information?
Program Directors are responsible for website content. The Communications Director is responsible for updating content, when needed.

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